

Abstract

Title: Utilization of Facebook in studio Arven's marketing

Objectives: The aim of this work is to create a facebook fan page for Power Plate studio Arven in Čelákovice. The facebook fan page was created on the basis of survey. Then the effectiveness of the page was evaluated.

Methods: In this work have been taken both quantitative and qualitative methods. The quantitative method was applied in survey among existing clients of studio Arven and facebook fans of fitness clubs. Qualitative method was used during structured interviews. The facebook page was monitored.

Results: It was found that the facebook page serves as a presentation for companies. However, fans of the facebook pages do not follow the pages very often. It was also found that is very difficult to bring new clients to the studio thanks to Facebook.

Keywords: marketing, marketing communications, social networks, Facebook